

## DENIM DADS

The modern stay-at-home dad is admired for seeking work-life balance. He spends a good chunk of his day online, gleaming parenting tips off Slowlane.com and posting his own. He shares musical tastes with his kids, and appreciates the changing tables in the men's room at Home Depot.

**ASPIRES TO BE:**  
**PETER SAARSGARD**

## E-LITISTS

They're what The New York Times describes as "light green." Cost for these folks is not the bottom line; they enjoy the status and bragging rights. E-litists decorate with low-VOC paints and clean with Method products. These couples shop at Whole Foods Market and listen to NPR in their Toyota Prius.

**ASPIRES TO BE:**  
**AL GORE**

## MS. INDEPENDENTS

With loads of disposable income and no one to spend it on but herself, this single woman is a believer in "power purchases" such as high-end designer clothing. And she's as much a force at home as she is in the workplace, tuning in to DIY Network and reading Blueprint magazine.

**ASPIRES TO BE:**  
**SAMANTHA FROM SEX AND THE CITY**

## What's your C-Type?

Forget soccer moms and metrosexuals. Here are nine influencers identified by New York marketing firm Consumer Eyes—along with their celebrity counterparts. Find out why Ron Rentel and Co. think these consumers should be on marketers' radars.



## KARMA QUEENS

Typically in her 40s or 50s, the Karma Queen is best described as a baby boomer ex-hippie. She appreciates woman-to-woman brand connections, and pays attention to mind-body-spirit marketing trifectas. She also tends to drive quirky, streamlined autos (VW bug, Honda Element).

**ASPIRES TO BE:**  
**CHRISTY TURLINGTON**

## CULTURE CROSSERS

Culture Crossers are defined by who they choose to be vs. what they're born into. Their transcontinental tastes are reflected in fashion: keffiyehs (Arabic scarves) and Bathing Ape T-shirts popular in Tokyo. They attend concerts by the likes of Björk, skim Anthem and Trace magazines and check in with Flavorpill.

**ASPIRES TO BE:**  
**GWEN STEFANI**

## INNERPRENEURS

Innerpreneurs of all ages and genders are the brainstormers whose plans to change their own lives end up changing ours. They like brands to get involved, not just donate to a cause. Even their time off is hardly a vacation: They're likely to take trips co-sponsored by Globe Aware or the Sierra Club.

**ASPIRES TO BE:**  
**RACHAEL RAY**

**ASPIRES TO BE:**  
**JOHNNY KNOXVILLE**

## MIDDLEMEN

A seemingly hopeless but content 21- to 35-year-old, the Middleman is uninterested in giving up his laid-back lifestyle, working jobs with no promise of advancement. For some marketers, though, he's a catch: He's the backbone of the fast-food industry and is a passionate gamer.

## GEEK GODS

The Geek God, 20 to 35, can be summoned via Geeks on Call. He's short on neither disposable income nor free time, spending hours on Gizmodo and Engadget. Count on him for loyalty and buzz, but beware: He'll call you out on your missteps.

**ASPIRES TO BE:**  
**YOUR LOCAL APPLE GENIUS**

## PARENTOCRATS

Parentocrats obsess over the best for their children—at any cost. They buy products that multitask as well as they do and invest in spy software such as Net Nanny. Their lives stay organized with Mom's Family Calendar, a hit on Amazon.

**ASPIRES TO BE:**  
**BREE FROM DESPERATE HOUSEWIVES**

PHOTOS: KNOXVILLE BY DARA, TURLINGTON BY DAN HERRICK, SAARSGARD BY JACKSON LEE, GORE BY WENN, KIM CATTRALL BY NANCY KASZERMA